

## SOMAIYA



## VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

## **QUESTION PAPERS**

BRANCH: Bachelor of Arts (Mass Communication &	SEM: IV	
Journalism) – BAMCJ		
ATKT	JUN-2025	

Sr. No.	Subject	Available	
1.	231U08I401 – Research Methodology & Methods	V	
2.	231U08C401 – Broadcast Media	~	
3.	231U08C402 - News Reporting & Writing	/	
4.			
5.			
6.			
7.			
8.			
9.			
10.			

ATKT June 2025



April 2025

Examination: End Semester Examination (UG/PG Programmes)

Programme code: 08
Programme: BAMCJ

Name of the Constituent College: S K Somaiya

Class: SY

Name of the Department: Department of Mass Communication

Course Code: 231U08I401

Name of the Course: Research Methodology and Methods

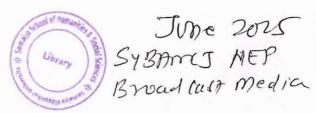
Duration: 2 Hr. Maximum Marks: 60

Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) All questions are

compulsory

Question No.		Max. Marks	CO
Q1	You need to conduct a field study on media literacy among rural communities. What challenges might you face, and how would you address them to ensure a successful study?	15	CO3
Q 2	A) Compare and contrast quantitative and qualitative research with appropriate examples.	15	CO1, CO2
	OR		
	B) Why is an extensive literature survey essential for developing a strong research framework? How can improper citation practices	*	-4
	affect the credibility and ethical integrity of a research study?		000
Q 3	A) Differentiate between probability and non-probability sampling     based on representation bias. How does the element selection technique influence the accuracy of research findings?	15	CO3, CO4
	OR		
	B) Explain the measures of central tendency (mean, median, mode)		
	and their importance in research.		
Q.4	Write short notes on any three of the following:	15	CO1,
	A. Methods Vs Methodology		CO2,
	B. Hypothesis testing		CO3,
	C. Explanatory research		CO4
	D. Factors in Preparing Research Design		
	E. Interval Data Vs Ordinal Data		





Examination: E	April 2025 nd Semester Exami		n (UG Pro	grammes)
Programme code: 08 Programme: BAMCJ		Cl	ass: SY	Semester: IV
Name of the Constituent College:	t College: Name of the Department:		he Department: Mass	
S K Somaiya College, SVU			Communication	
Course Code: 231U08C401	Name of the Course: Broadcast Media			
Duration: 2 hrs.	Maximum Marks: 60			
Instructions: 1)Draw neat diagram	ns 2)Assume suitab	ole da	ta if necess	sary

Question No.		Max. Marks	СО
Q.1	Prepare a script for a Radio interview with any Celebrity.	15	CO1
Q.2 A)	Prepare a 45 Minutes Radio Timeline for a radio program starting at 7:00 pm.  OR	15	CO2
Q. 2 B)	"Radio played a vital role in the independence of India" Elaborate with examples.	15	CO2
Q.3 A)	Elaborate on what is sound, the types of sound, microphones, and mixers.	15	CO3
	OR		
Q. 3 B)	Prepare Radio Program Planner for 2 Months	15	CO4
Q.4	Write the short notes on. (Any Three)	15	
	1. All India Radio		CO1
	2. SITE		CO2
	3. Podcast		CO2
	4. Types of waves		CO3
	5. OTT vs TV		CO4



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April 2025

Examination: End Semester Examination (UG/PG Programmes)

Programme code: ST4501
Programme: BAMCJ

Name of the Constituent College: S K Somaiya

Class: SY

Name of the Department: Mass Communication

Course Code: 231U08C402
Name of the Course: News Reporting and Writing

Duration: 2 Hr.

Maximum Marks: 60

Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)

Question No.		Max. Marks	CO
Q1	Cybercrime menace is constantly growing with new variants and tactics used to dupe people. Write an explainer news story about the different types of cybercrime and ways to prevent it, for the Sunday edition of your newspaper.	15 Marks	3
Q 2	A. What is a news beat and why are designated news beats necessary for journalists?	15 Marks	1, 2
	OR		
	B. What are the principles of news editing? List the main components of news editing.	-	
Q 3	A. Why is research important in journalism? Elaborate different forms of journalistic research.	15 Marks	1,2,4
H_	OR		
-	B. Elaborate different types of headlines along with examples for each of them.	ı,	
Q 4	Write short notes on any three of the five given below:	3*5= 15 Marks	1,2,4
	Define dateline and its functions	-	
	2. Feature writing	- 17	
	3. Steps to fact-check information		
	4. News source		
	5. Research in journalism	L	